

## **Cough, Cold and Allergy (Hay Fever) Remedies in Mexico**

Market Direction | 2023-10-10 | 26 pages | Euromonitor

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### **Report description:**

In early 2023, a sixth wave of COVID-19 coincided with an upsurge in cases of the common cold and influenza, creating a "tripledemic" felt across Mexico, the US, and Central American countries, with Mexico experiencing a milder impact. This scenario led to heightened sales of combination cold and flu products such as Tabcin, which integrate analgesics, antihistamines, and antitussives to alleviate symptoms of these viruses in less severe cases.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Antihistamines/Allergy Remedies (Systemic), Combination Products - Cough, Cold and Allergy (Hay Fever) Remedies, Cough Remedies, Decongestants, Medicated Confectionery, Paediatric Cough, Cold and Allergy Remedies, Pharyngeal Preparations.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cough, Cold and Allergy (Hay Fever) Remedies market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International

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Brand growth depends on effective strategies, rather than only situational factors

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